

## Welcome





# Display European Users Club Agenda

**14.00: Welcome and *tour de table***

**Display Campaign update and presentation of  
BUILD UP**

**14.30: Findings of the database evaluation**

**14.45: Display® Towards Class A Award 2010**

**Panorama of the Award applicants/Dialogue  
with the finalists**

**15.45: Coffee break / demonstration by Philips  
Lighting**





# Display European Users Club

## Agenda

**16.15: Update of the EPBD recast and which is the future of Display®**

- General discussions and debate

**17.00: Preparation of a Briefing note for the Concerted Action**

- Debate on key questions

**18.00: End of meeting**

Departure to opening cocktail of Energie-Cités rendezvous and award ceremony



# Short Display® Campaign update

*Peter Schilken*  
*Energie-Cités*

# Display® Campaign News

## Main achievements by April 2010

- ✓ 12,300 buildings
- ✓ 397 local authorities
- ✓ 27 companies registered
- ✓ Display poster reviewed, now in 26 languages
- ✓ Website largely reviewed
- ✓ Display calculation adapted to Swiss legislation



# Display participants



[Energie-Cites.eu](#)
[Covenant of Mayors](#)
[Display Campaign](#)
[IMAGINE Exhibition](#)
[IMAGINE Blog](#)



Communicate your buildings performances

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**Display, the best way to communicate your energy label**

**YOUR COMMUNICATION CAMPAIGN**

**DISPLAY IN A NUTSHELL!**

**VIDEO**



**BLOG**

12/04/2010  
TCA Awards - And then there were six!

12/04/2010  
European Users Club - 28th April 2010, Salerno

8/04/2010  
TCA Awards 2010 - Application update

**Number of buildings**

**12289**

**Number of participants**

**424**

**DISPLAY SOFTWARE**

**TRY IT!**

**USE IT!**

ShareThis

ENGLISH | FRANÇAIS

You are here :

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OK

DISPLAY IN  
A NUTSHELL!

PREPARE

COLLABORATE

IMPLEMENT

PROMOTE

EVALUATE

## COLLABORATE



An energy certificate in itself will not guarantee that your buildings performances improve. A local campaign to reduce energy and water consumption can only be successful if you involve all the people associated with the building i.e. building users, managers, politicians, technicians etc. Display provides you with a common identity to bring all these partners together.

### WHAT CAN I DO

- ✓ [Convince management](#)
- ✓ [Convince other employees](#)
- ✓ [Involve external partners](#)
- ✓ [Choose energy ambassadors \(Colomiers\)](#)
- ✓ [Motivate and involve building users](#)

### DISPLAY RESOURCES

- ✓ [Communication handbook](#)
- ✓ [National users club](#)
- ✓ [Display associated partners](#)
- ✓ [Shining examples](#)
- ✓ [Display training material](#)

## Salerno plays the savings game



Giancarlo Savino, energy manager at the Salerno City Council, knows that new forms of communication are needed to raise awareness on energy issues. That is why, as part of Salerno's participation in the Display Campaign, he launched the project "Gioca al Risparmio - Playing the savings game" in 2006. "Until then I had never played a game with more than 4000 players at a time", says Giancarlo with a big smile.

The 4,000 students and the wider community of Salerno became the main actors in a "game" to compete for the highest energy and water savings achieved during a period of one year.

[Learn more](#)

Further examples:



# Display in a nutshell

Energie-Cites.eu

Covenant of Mayors

Display Campaign

IMAGINE Exhibition

IMAGINE Blog



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OK

YOUR COMMUNICATION CAMPAIGN

ABOUT

PARTICIPATE

NETWORK

MEDIA

SOFTWARE

AWARD



## ABOUT

The biggest potential to save energy in Europe is in the building sector. By displaying the performance of buildings (i.e. being transparent) one can engage citizens and make them more conscious of their energy consumption.

[The Campaign](#) | [The EPBD](#) | [Display adaptation](#)

The European Display® Campaign is a voluntary scheme designed by energy experts from European towns and cities. When started in 2003 it was initially aimed at encouraging **local authorities** to publicly display the energy and environmental performances of their public buildings using the same energy label that is used for household appliances. Since 2008 **private companies** are also encouraged to use Display for their corporate social responsibility CSR activities. See Participation for more information.

As most Member States now have a National certificate for their existing public buildings, Display is increasingly being used as a complementary communication tool. With its strong emphasis on local communication campaigns and large variety of communication tools Display goes beyond the basic requirements of the EPBD.

### A common European scheme by 2012?

In 2007, as part of the ambitious EU climate and energy package, the European Commission started the EPBD recast legislative process. During this review, the EU Parliament has proposed a common European certification for the energy performance of non-residential buildings. To be introduced by the latest in 2012, this voluntary scheme will be the same in all Member States and exist alongside the national certification scheme. This pan-European label is exactly what hundreds of Display participants have been implementing since 2003. It is felt that the common approach will go a long way to reducing the current confusion. If Member States agree, Display can provide the EU with the opportunity to introduce an already tried and tested voluntary common European Union certification for the energy performance of non-residential buildings.

Fully supported by the European Commission

## VIDEO



## BLOG



12/04/2010

TCA Awards - And then there were six!



12/04/2010

European Users Club - 28th April 2010, Salerno



8/04/2010

TCA Awards 2010 - Application update

## FAQ

- What commitments do members enter into ?
- Are Display members obliged to display the poster if the classification indicates a poor rating (e.g. F or G) ?
- Can Display® replace my National certificate ?
- Which tools are provided by the display Campaign ?
- Is it possible to try out the Display® poster generation tool free of charge before becoming a participant ?

# Display® Video(s)





# Display® Brochure



Display supplement  
edited in November  
2009

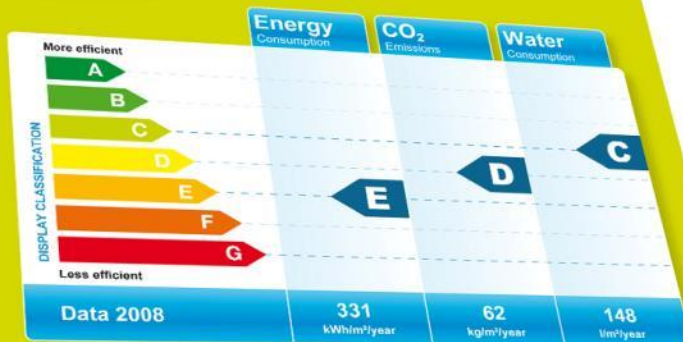
3500 copies

Languages: en, fr



## Annfield Plain Library

How does this building compare?



### Towards a class A building

#### Simple actions

YOU can help reduce the energy and water consumption in this building today by 10 % or more!

Please use energy in a sensible way

- Close doors and windows whenever possible!
- Always turn off the lights when leaving a room!
- Report dripping water taps to the caretaker!

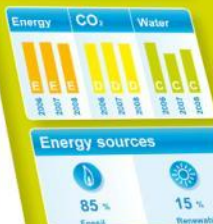
#### Technical solutions

Ensure heating controls suit weather conditions and match occupancy times

Set computer server to shut down terminals when not being used.

Check "sleep mode" settings on printers and photocopiers – install programmable 7-day timers to switch off if necessary.

Adjust computer monitor settings to switch off rather than go to screen saver mode



**Durham County Council**  
RESOURCES  
JEFF KIRTON  
Tel +44 0191 383 3749  
jeff.kirton@durham.gov.uk

[www.display-campaign.org](http://www.display-campaign.org)

# Display Poster review





Monthly newsletter n°24 - October 2009 [www.display-campaign.org](http://www.display-campaign.org)

**UK User's Club 15th October 2009**

The Milton Keynes Council Climate Change Team organised the second UK National Display day on the 15th of October. This was attended by over 50 people from 30 organisations, mostly local authorities. It included presentations and workshops, on the theme of giving delegates a better (...)  
[Read more >>](#)

**Second Display users club held in the Czech Republic**

Prague, 1st October 2009, the 2nd Czech Display Users Club was part of a special seminar organised at the Czech Association of Scientific and Technical (...)  
[Read more >>](#)

**Display in numbers**

- 400 Cities
- 11,251 Buildings
- 22,008 Posters

**Schools with pools – now with their very own benchmarks**

Thanks to the request of the city of Zurich, who has a number of schools with pools (with outdoor swimming), the Display team

Edited monthly,

2,335 subscribers

Your input is always welcome!

## Integration of 4 more building types

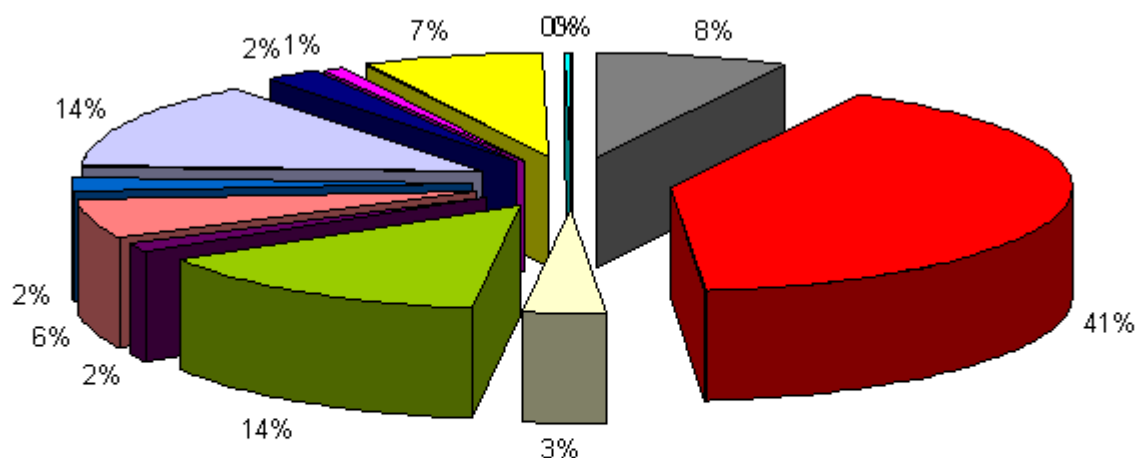
- ✓ Industrial
- ✓ Commercial
- ✓ Restaurant
- ✓ Individual home

Fine tuning to existing building types

Local weather correction by regional default values

# Building Data base

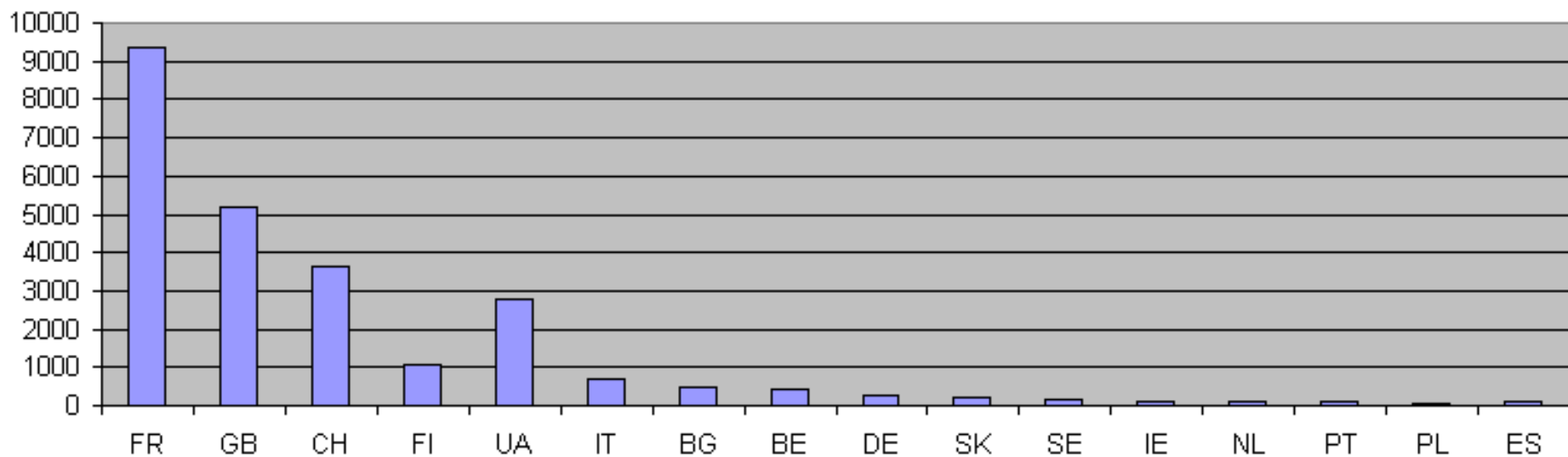
**Building distribution - April 2010 (12,269 in total)**



- |  |                      |
|--|----------------------|
| 1. Day nursery / Kindergarten / Crèche | 2. General school    |
| 3. Professional school                 | 4. Administrative    |
| 5. Swimming pool (covered)             | 6. Sports Facilities |
| 7. Depot                               | 8. Meeting places    |
| 9. Hospital                            | 10. Rescue centre    |
| 11. Multi-residential                  | 12. Individual House |
| 13. Commercial                         | 14. Restaurant       |
| 15. Industrial                         |                      |

# Display Posters per country

No. of posters per country >50





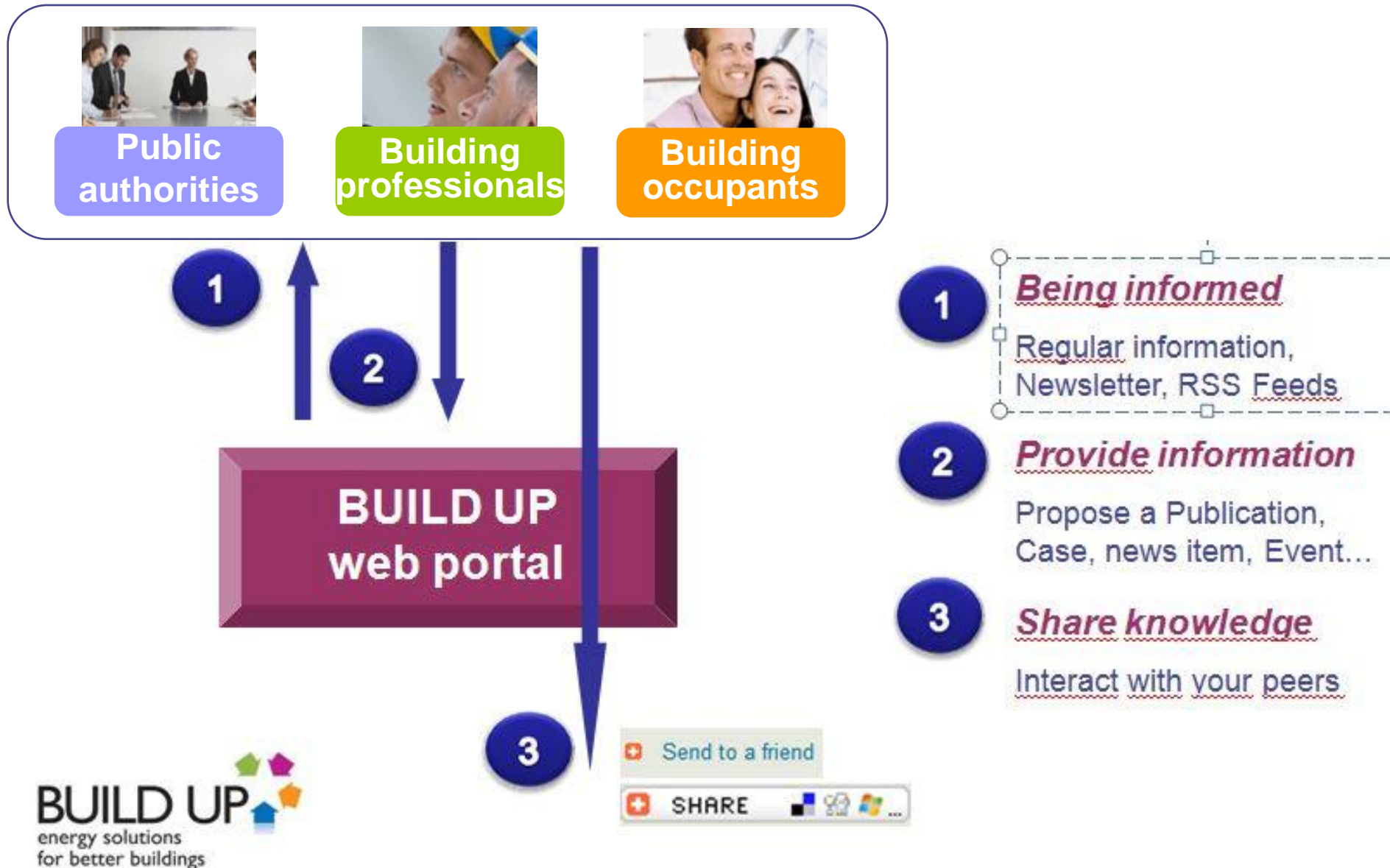
# BUILD UP Initiative

Opportunities offered by the  
BUILD UP interactive web portal



[www.buildup.eu](http://www.buildup.eu)

# 3 Levels of interactivity



# Provide information



Propose a news item!



Propose an Event!



Propose a Publication!



Propose a Link!




Propose a Case!


## *Why posting information?*

- Visibility at the EU level
- Recognition in the field of energy efficiency of buildings
- If you want to inform others of your activities



# Communicate via the virtual communities!



[Register](#)[Login](#)[About](#)

English (en) ▾

[EXIT the community](#)

[Community Home](#) > [Leading examples of public buildings](#)

[Community Home](#)[News](#)[Events](#)[Publications](#)[Links](#)[Cases](#)[Tools](#)[Members](#)[Blogs](#)

## Leading examples of public buildings

Examples of best practise in EPDB implementation in new and existing public buildings. Energy savings, commissioning.

[Display all description](#)

Examples of best practise in EPDB implementation in new and existing public buildings. Energy savings, commissioning.

Theme | [General](#), [Very low energy buildings](#)

Tags: [EPDB](#) | [Public buildings](#) | [public buildings refurbishment](#) | [commissioning](#) | [energy projects](#) | [building certification](#)

Contact email: [kabele@fsv.cvut.cz](mailto:kabele@fsv.cvut.cz)

---


Facilitators: [Karel Kabele](#) | [Zoltan Magyar](#)


[+ Join this community](#)







### PROPOSE CONTENT:

Blog entry ▾

 [Send to a friend](#)


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[RSS](#) [Subscribe to the Community RSS](#)

### LATEST MEMBERS TO JOIN

[Gearoid White \(NUI Galway\)](#)

[Marc Torrentellé](#)

[Peter Schilken \(Energie-Cités\)](#)

[Latest Blog Posts](#)[2 Blog Post\(s\)](#)

[VIEW ALL](#)



# Key message

BUILD UP is a tool from the European Commission for the market to help reduce the energy consumption of buildings across Europe

- *Register*
- *Post your items*
- *Join a Community*
- *Share the intelligence*
- *Tell your networks*

Success will be achieved

if **www.buildup.eu** is popular!



# Panorama of the Display/Towards Class A Award applicants

# 15 applicants



# 6 finalists







# Bristol City



**How to read the thermometer**

Drawing arrows - thermometer on the wall

TO BE ALERT AND AWARE OF WASTING ENERGY AND THE TEMPERATURES IN EACH ROOM. NOW TAKE YOUR THERMOMETER AROUND THE SCHOOL AND MEASURE THE TEMPERATURES IN EACH OF THE ROOMS. WRITE THEM IN THE TABLE BELOW AND SAY IF IT'S TOO HOT, TOO COLD OR JUST RIGHT.

Room	TEMPERATURE	Room	TEMPERATURE
Classroom		Corridor	
School Hall		Staff Room	
School Office		Toilets	
Medical Room			
Boys Toilet			
Girls Toilet			
Corridor	16 °C		

Now you know what you are doing fill out sheets for each day of the week - Monday to Friday.



# Province of Granada





# Ivanic - Grad





**BOURGBARRÉ**  
**Pour des bâtiments communaux plus écolos**

À l'instar des réfrigérateurs, lave-linge et autres appareils électroménagers, cinq bâtiments communaux vont bientôt afficher leurs étiquettes énergie. De A pour les très économes à G pour les plus gourmands.

le Conseil local à l'énergie (CLE) s'inscrit dans le dispositif européen Display conçu pour informer les citoyens sur la consommation énergétique des bâtiments.







# Salerno





# Zurich



Energiesstadt label

Our poster

Building picture

Display label





# Award winners Gallery

## The 20 best local campaigns





The European Award for creative communication campaigns in your buildings

## Award winners gallery LAUSANNE

### Highlights

Creation of the "G" team: to work on both technical and communication measures to improve the classification of the rated G building. They made emphasis in new educational tools for the right audience to achieve the most urgent and significant changes.

Instruction material in braille and audio format, program of training for building caretakers, provision of posters and visual reminders, were, among others, the reasons for success.

 Schools, gyms and municipal agents



The 20 best local campaigns

### Results

Define with changes (or buildings) are the most required to achieve significant reductions in the energy and water consumption and focus on these ones.

Between 2005-2006 :  
 • Their consumption of energy in the participants building reduced in -50 kw-h/m2/ly  
 • They avoided -4000 ton of CO2 emissions.  
 Between 2004-2007  
 • Their Class G building stock reduced from 34% to 11%.

### Top tips

Define with changes (or buildings) are the most required to achieve significant reductions in the energy and water consumption and focus on these ones.

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### What we did

49% of the public stock of buildings was included in the campaign and posters were hung from all of them \* Loads of comparative (before and after) and informative Display posters around the city.

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[www.display-campaign.org](http://www.display-campaign.org)




**Mairie de VERTOU**  
 Laure Clemenceau  
 Place St Martin, FR-44120 La Verthe  
 Tel. : 0633 2 43 86 37 42  
 laurence.clemenceau@mairie-vertou.fr

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The European Award for creative communication campaigns in your buildings

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### The 20 best local campaigns



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[www.display-campaign.org](http://www.display-campaign.org)

### Lausanne pilote écologique



CHARENTAISE La ville de Lausanne fait partie d'un projet pilote européen pour la

**Municipalité de Lausanne**  
 Services Industriels  
 Jean-Yves Pélissier  
 Tel : 441 21 315 87 82  
 jean-yves.pelissier@lausanne.ch

Sponsors  








# Coffee or tea?

## Demonstration by Philips Lighting 15.45 – 16.15

# Update on the EPBD recast

# Legislation process

- Nov 08: Proposal DG ENER
- 12/08-02/09: reviewing process
- Apr 09: Vote EP of amendments
- Nov 09: Political agreement EC/EP and Council of European Union
- May 10: Final approval EU (?)
- Jun/Jul 10: Enter into force
- Dec 12: Transposition to national law

# What's relevant for LAs?

- **17a)** Public authorities should lead by example and should implement the recommendations included in the energy performance certificate within its validity period. Member States should include within their national plans measures to support public authorities to become early adopters of energy efficiency improvements and to implement the recommendations included in the energy performance certificate within its validity period. In developing the national plans, Member States should consult the representatives of local and regional authorities.
- **21a)** Local and regional authorities are critical for the successful implementation of this Directive. Their representatives should be consulted on every aspect of its implementation at national or regional level.



# What's new/modified

- Energy performance to be expressed in Primary Energy
- RES definition does not include heat recovery from waste incineration
- New buildings are at least very low energy buildings by 31 December 2020
- By 2011 voluntary common EU certification for non-residential buildings
- Certificates to be issued for buildings  $\geq 250 \cdot \text{m}^2$
- Introduction of a building typology (9 types)

# How can Display® help to define an EU voluntary label for non-residential buildings?

# Preparation of a Briefing Note for the Concerted Action

# Briefing Note – Key Questions

- How is labelling of public buildings going in my city?
- What are my expectations for the transposition of the revised EPBD?
- Am I motivated to participate in the transposition process?



# How is labelling of public buildings going in my city?

- Are complying but not making use of the certificate for communication etc. (Milton Keynes)
- Lot of time to develop regional law in Spain but no real laws in Granada always coming next month
- National law software needs to be improved (Granada)
- Modena stopped using Display as it does not know whether it complies with Regional or National guidelines cannot follow two different types of certification systems
- In Portugal most public buildings do not have certificates especially for existing buildings as the system is complicated and very expensive Cascais - Cost 2.5-5 eurs per square metre (Portugal)

# How is labelling of public buildings going in my city?

- Lack of qualified certifiers (Portugal)
- UK also had a lack at first but now there are enough and the cost has gone down
- Italy idem
- In France Pays de Rennes only 5 percent have a DPE – there are no fines same for Portugal
- Italy – no fines for existing public buildings
- Finland certificates still voluntary for existing public buildings

# What are my expectations for the transposition of the revised EPBD?

- To be consulted by national government as in Croatia Rijeka and Ivanc Grad where they proposed Display unfortunately without success
- Zagreb would like to be able to do the certificates internally
- UK and Wales – do not touch the existing methodology of DEC's change to publically visited buildings – hotels – needs to stay easily measurable
- Needs to be a requirement to communicate the results to the public
- Italy – For new buildings use asset rating and operational for existing public buildings
- need to be able to use total consumption for Asset rating to later compare Asset and operational rating results

# What are my expectations for the transposition of the revised EPBD?

- Hungary – Energia Club are proposing that Display to be an official equivalent for the certificate (document attached)
- France – need to have fines



# Am I motivated to participate in the transposition process?

- Interest to lobby at European and National level – Spain, Italy, Portugal, UK, Croatia and Hungary
- Suggestion that maybe big European chain stores can lobby...